



Intel
Inside®
Program

TRADEMARK AND LOGO USAGE GUIDELINES FOR

Intel® Celeron® D Processor

How Effective Design Can Strengthen the Intel® Processor Brand Value





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introduction



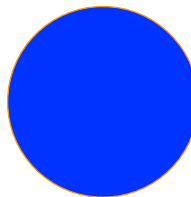
The Intel® Celeron® D processor is available for value desktop PC systems. It delivers a balanced level of proven technology and exceptional value along with the quality and reliability that PC purchasers expect from Intel. The Intel Celeron D brand should only be used in promotion of PC systems based on the Intel Celeron D processor.

The key to the success of the Intel Celeron D brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. By adhering to these guidelines you will help ensure that we consistently meet our brand promise to make reliable, advanced technology products that improve peoples' lives. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

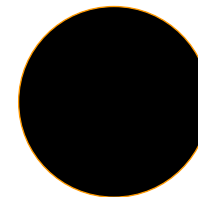
color palette

The Intel® Celeron® D processor will be promoted only in the supporting company of the Intel Inside® brand. The simple color palette reinforces the basic PC positioning message.

	C M Y K	R G B
Intel Blue	100, 40, 0, 0	0, 51, 255
Black	0, 0, 0, 100	0, 0, 0

**Intel Blue**

Intel Blue represents the inherent quality and technological leadership that is consistent with the other processor brands.

**Black**

Black reinforces technological precision.

sizing

To maintain the legibility of the Intel® Celeron® D brand identity, minimum size requirements have been set for logo reproduction in various applications.

MINIMUM SIZES (Effective April 1, 2004)



1 1/4" for print

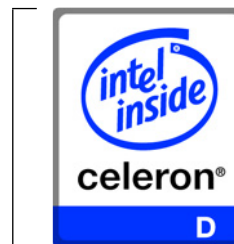
Print

Minimum size is 1 1/4" (3.18 cm) wide for print ads & direct mail.*

Outdoor

For Billboards and Transit ads, the logo should be 7% of the total ad space.

90 pixels
high for Web



Web

A 60 pixel high version is available for use on Web banners with a 60 pixel high restriction and on Ad Destination Pages.

A 90 pixel high version should be used on all other Web ads, Web sponsorships, etc.

Note:

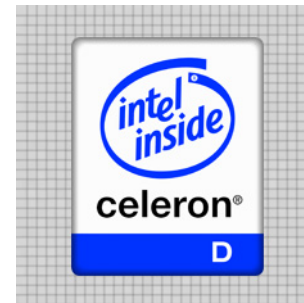
*The 3/4" (1.91 cm) logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1 1/4" logo.

backgrounds

Whenever possible, place the Intel® Celeron® D logo on a clean, clear, solid background. The background should be white or a solid color that offers good contrast. In the rare instance where the logo is used on a photographic or patterned image, ensure that there is significant contrast between the background and the logo.



Place the logo on a white or a solid background of good contrast.



In rare instances, place the logo on a patterned background of significant contrast.

incorrect usage

The following are examples of incorrect expressions of the Intel® Celeron® D logo. Do not use these or other treatments that weaken the consistency of the Intel brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



reproduction specifications

The Intel® Celeron® D brand print files have been created in RASTER format, as opposed to vector format, using Adobe Photoshop* 7. It is recommended that you use Adobe Photoshop* 7 whenever possible.

All of these files are exported EPS files and should be used as placed graphics in page layout and illustration software. Do NOT open a file with Adobe Illustrator* and resave it as an Adobe Illustrator* EPS file. This will result in an unusable file or one that generates incorrect results.

The files have been created at 300 dpi and can be scaled down without compromising the file quality. However, these files are not upwardly scalable. While some raster files can be scaled up slightly (10%), it is NOT recommended. Therefore, it is important that you download the appropriately sized file for your specific application. For your convenience, the logo library provides a range of sizes from which the files can be scaled down. Use the full-color logo whenever possible.

Again, please note: The files are raster, NOT VECTOR. The larger the size of the file, the longer it will take to download.

*Other names and brands may be claimed as the property of others.

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Print 4/C:

EPS files

Colors: C,M,Y,K

Available sizes:*
3/4", 1 1/4", and
7.5" widths



Grayscale/BW:

EPS files for
one-color
applications only

Available sizes:*
3/4" and 1 1/4"
widths



Web:

GIF file

Colors: R,G,B**

Available sizes:
90 and 60 pixel
heights (flat art)



Web Rich Media:

SWF files and EPS
source file (flat art)

Colors: R,G,B**

Available SWF size:
60 pixel height

Note:

*Effective April 1, 2004, the 3/4" (1.91 cm) logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1 1/4" logo.

**The Web versions use standard Web-safe colors; as a result, the colors of the Web versions are slightly different from the printed versions.



trademark usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo and/or brand mention appear, the following footnote must also appear:

Intel, Intel Inside, the Intel Inside logo, and Celeron are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Examples of Intel® Celeron® D Processor Use:

CORRECT USAGE

Intel® Celeron® D Processor	Celeron
Intel® Celeron® D Processors	Celerons
Intel® Celeron® D Processor 3xx	Intel® Celeron® D Processor 2.80 GHz
Intel® Celeron® D Processor 3xx	Intel® 3xx Celeron® D
ABC system with an Intel® Celeron® D Processor	ABC Celeron system
Intel® Celeron® D Processor power!	Celeron Power!
Motherboard with an Intel® Celeron® D Processor	Celeron motherboard
Computer containing an Intel® Celeron® D Processor	Celeron computer
System with an Intel® Celeron® D Processor	Celeron system
Value processors	Celeron-class

INCORRECT USAGE

PROPER TRADEMARK USAGE RULES INCLUDE:

- As with all other trademarks, the Intel® Celeron® D trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Celeron D trademark (e.g., Intel® Celeron® D Processor). The approved nouns for the Celeron D trademark are *brand*, *logo*, *mark*, *microprocessor(s)*, *name*, *processor(s)*, and *trademark*.
- The noun that accompanies the trademark may have an initial capital letter (e.g., Intel® Celeron® D Processor).
- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Celeron® D trademark. Do not use any trademark symbol after the "D."
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Celeron® D trademark (e.g., Intel® Celeron® D Processor).
- Never hyphenate or abbreviate the Intel® Celeron® D trademark.
- Never incorporate the Intel® Celeron® D trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- If using the assigned processor number in advertising, the processor number follows the brand name (e.g., Intel® Celeron® D Processor 3xx).
- The processor number must have the same text treatment as the rest of the brand name.

FOR FURTHER INFORMATION, VISIT OUR WEB SITE AT:

<http://www.intel.com/intelinside/>

thank you

Proper and consistent use of the Intel® Celeron® D logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

If you need further information, please visit the Intel Inside® Program Web site or contact your local Program office.

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